

COLOUR
HARMONY
IN THE HOME

By
Helen P. Hammond



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COLOR HARMONY IN THE HOME

*An Invaluable Reference Book
on the Uses of Color . . . with a
Description of the*
MAGIC DOORWAY



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**THE LOWE BROTHERS
• COMPANY •**

DAYTON, OHIO • TORONTO, ONT.

How to Know and Appreciate



No Home Can Be Beautiful, even Attractive Within or Without, if the Definite and Accepted Rules of Color Harmony Are Even Slightly Disregarded. ~ ~ ~

IN YOUR home is a clock for recording the passage of time, a rule for linear measurements, dry and liquid measures in the kitchen, a thermometer and other instruments that assist in conducting your home efficiently. All of these instruments are dependable and very necessary for the duties they perform, but *none* of them can assist you in solving one of the most important problems in any home—the selection of appropriate, *harmonious colors*.

There *are*, however, definite, unvarying rules by which you may select, unerringly, color schemes that are in perfect harmony, and reject, with equal certainty, those which are not; and there *is*, now, an instrument to aid you in selecting harmonious color combinations—invaluable, together with its descriptive literature, in solving the innumerable problems pertaining to the decorating and beautifying of your home—but its importance justifies a page of its own.

In every community there are houses painted with seemingly entire disregard for the rules of color harmony. They imply, at least, complete lack of good taste on the part of the owner, because they are displeasing, even offensive, in contrast with the charming homes surrounding them. Some owners

.COLOR HARMONY

may be unaware of this fact; a few may be indifferent, but the great majority must be greatly disappointed in their needlessly unattractive homes.

We are obviously dealing with an important subject when we consider that thousands of families are living in houses that do not entirely supply the comfort, enjoyment, pride and satisfaction that might so easily have been theirs if they had acquired a knowledge of even the simplest rules of color harmony before painting and decorating their houses.

Color and music are very intimately associated. The arrangement of certain notes in proper sequence produces a magnificent symphony; rearranged, the same notes become a nerve-racking, unbearable series of discords. Colors, arranged harmoniously in accordance with nature's clearly defined law, will result in superbly beautiful combinations, in endless variety; the same colors, carelessly and incorrectly grouped, range from the meaningless and insipid to intolerable clashes and jangles—as painful as musical discords.

If you are not familiar with the theory of color and the laws of color harmony, the facts set forth on the following pages will prove a revelation to you. Why should you *not* enjoy to the utmost the contentment, pleasure and gratification that only an attractive home—"Be it ever so humble"—can offer, when such a home is assured if you study and apply the information contained in this book. If it *does* succeed in helping you materially, we shall feel generously repaid for the considerable time, care and effort required in its preparation.



Charming Exteriors





HINTS ON HOME DECORATION

by Helen P. Hammond

A WORD IN ADVANCE

THE true interpretation of the word "home," admits of no distinction whatever between the little cottage and the imposing estate. A house is not necessarily a home—an empty house obviously cannot be—neither is the cost of a house and its furnishings a trustworthy indication of its hominess and charm.

It is fortunate that this is true, as few of us can own or abide in magnificent residences, yet we may, and do—millions of us—live in homes that fulfill every reasonable requirement—comfort, pleasure, pride, affection—all that this beautiful word implies.

We believe, and are confident you will agree, that in every community where home-loving people live, it is possible to distinguish the real homes from mere houses—those places that afford shelter and privacy, perhaps, but nothing more.

If this assertion be true the appearance of a house affords the only evidence by which it may be classified—just a house, or irrespective of size—this nation's greatest asset—an *American Home*.

The purpose of the beautiful paintings of houses and interiors which illustrate this article is obvious—to afford you, in the most practical manner possible, a means by which to select appropriate, harmonious color schemes for your home—within and without.

They are more than delightful pictures, they were painted by noted artists—with a thorough knowledge of design and architecture and exceptional ability as colorists. Color cards are important mediums from which to select actual paints, after your color scheme has been determined, but they do not enable you to visualize as clearly as these pictures do, how

(Continued on Page 9)



ROOF
Forest Green



SHUTTERS
Moss Green



SASH, TRIM
White



BODY
Grass Green



THESE four paintings of the same charming home, though all different in their coloring, are equally attractive and distinctive. The colors in each are delightfully *harmonious* and represent the modern trend in the colorful treatment of home exteriors.

Beside each picture will be found the names of the Lowe Brothers paints which the artist used as his guide in coloring his drawing. Now, assuming you possess a Magic Doorway to Color Harmony, arrange these four colors in the Magic Doorway, using the small gray charts that go



ROOF
Bungalow Brown



SHUTTERS
Moss Green

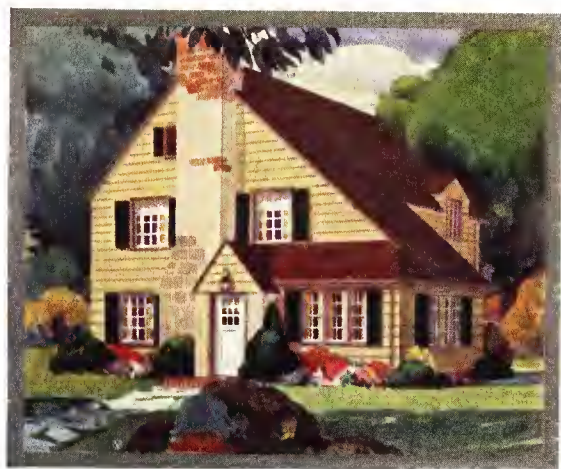


SASH, *White*



BODY
AND TRIM
Cream





ROOF
*Bungalow
Brown*

SHUTTERS
Moss Green

SASH, *White*

BODY
AND TRIM
*Colonial
Yellow*

with each picture, as your guide. You will then have before you the *actual paint colors*, definite evidence of their purity and beauty—and by studying the *paintings*, a very clear conception of how *your* home would appear if similarly painted, even though its architecture be somewhat different.

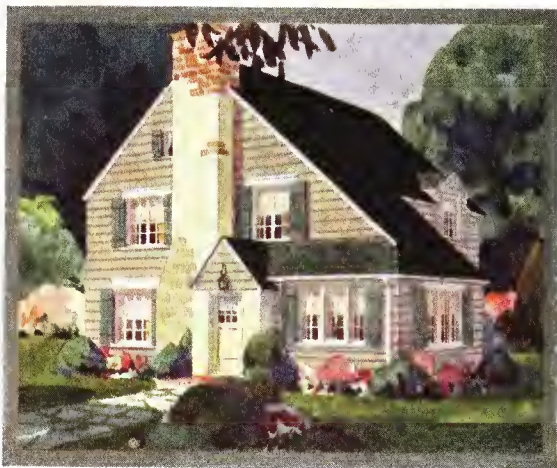
Thus the Magic Doorway and the twelve paintings which illustrate Part One of this article should prove very helpful in selecting the color scheme you consider most attractive and appropriate for your house. We believe these exceptional drawings—especially executed for the purpose—

ROOF
Forest Green

SHUTTERS
Grass Green

SASH, TRIM
White

BODY
Pale Gray





ROOF
*Bungalow
Brown*

SHUTTERS
Russet

SASH, TRIM
White

BODY
*Colonial
Yellow*

and the actual paints, effectively framed in the Magic Doorway, are ample proof of our desire and ability to aid you materially in solving your painting problems—and enable you to select *in advance* the colors which, when applied, will completely meet, or even exceed, your expectations.

If you haven't a Magic Doorway, we shall be glad to send you literature describing it fully—which we think will convince you that it is both practical and dependable in determining the relative value of colors, their discords and harmonies—and the influence they exert in modern home life.



ROOF
Forest Green

SHUTTERS
Moss Green

SASH, TRIM
White

BODY
*Bungalow
Brown Stain*



your house will appear when the painters have finished.

On the other hand, these superbly colored pictures must be reproduced here with printing *inks*, and therefore cannot show you the exact colors and surface finishes of the paints, varnishes, enamels, lacquers, stains, etc., that you may decide upon. It must be admitted, nevertheless, that the pictures on these pages demonstrate to what perfection the Printing and Engraving Arts have attained.

The Magic Doorway to Color Harmony, however, described on page 22, fulfills this important need more efficiently, we believe, than any method heretofore offered the home owner. It not only displays genuine Lowe Brothers paints—conclusive evidence of their pure, rich, lovely colors—but it enables you to arrange them in *harmonious combinations*—quickly, correctly and understandingly.

Thus you can gratify your own choice of pleasing color schemes and be sure they are in excellent taste, as well. To get the full value of the practical suggestions for painting the exterior, and decorating the interior, of your home, which occupy the succeeding pages, an understanding of the *theory* of color is important and a very brief explanation is therefore presented here—to be discussed more fully later.

The Theory of Color

This book, with its wealth of beautiful illustrations, offers a perfect demonstration of the theory of

color. Its thirty-two pages were originally one large sheet, which, passing through the big presses only four times, received one impression each of Yellow, Red, Blue and Black ink. ● ● ● ●

Each of the delightful water color paintings is reproduced with absolute accuracy and if you will examine one of them with a magnifying glass you will understand, and remember, the essential facts on which color theory is based.

You will find each illustration consists of countless microscopic dots, the three *Primary Colors*—Red, Yellow, Blue—and Black.

Examine the dots on a spot of Bright Green in one of the pictures—a combination of Yellow and Blue dots. If it is a Light Green the Yellow dots are much larger than the Blue, if a Dark Green the Blue dots are heavier.

A few minutes with the magnifying glass will show you that the hundreds, perhaps thousands, of delicate color gradations that the artist's brush has produced, are faithfully duplicated with the three Primary Colors and Black, and, in addition, will show you what combination of these four minute dots is required to produce any one of them—Orange from Red and Yellow dots—Purple from Red and Blue, and so on, until you really understand the basic rules of color composition. This is a fascinating study, and one that will repay you bountifully for the time you give to it, and prove of genuine, practical value.



ROOF
Forest Green



SHUTTERS
Grass Green



SASH, *White*



BODY
AND TRIM
White



THESE illustrations show decided contrast in treatment of a cozy home in a suburban or rural setting. Above, a White or Cream body, trim and window sash, with Grass Green shutters and Forest Green Shingle Stain on the roof. Below, a Pale Gray body and trim, with White sash—Pure Gray on the shutters and Rich-Tone Shingle Stain Red on the roof.

Each is a perfect little gem nestling against its background of greenery. Regardless of the type of architecture there are always many pleasing color combinations to be considered, enabling each owner to follow his own bent.



ROOF
Red



SHUTTERS
Pure Gray



SASH, *White*



BODY
AND TRIM
Pale Gray



CHARMING EXTERIORS

PART ONE

THE charm of exterior painting lies in the colors chosen and the manner in which they are distributed. The trend is toward light tints, with touches of more or less vivid color. It is no longer customary to outline the house in a separate trimming color, unless it be White or a few shades lighter than the body color. For several years the contrasting touch was used on window sash but now is also introduced on such features as spouting, window frames (or merely the header moldings and sill) trellises, flower boxes, the mail box, the house number, etc.

Sometimes there are eave brackets to be colored; if not, the fascia board that follows the line of the eaves may carry the trim color. Where there are shutters, opportunity is afforded for introducing into the scheme a third color. For instance (the color of the roof permitting) an Ivory house of informal design could have trimming touches of Willow Green and the shutters in Spruce, or vice versa.

On the Light Buff house the trim in Grass Green and shutters of Dark Blue would be distinctive and pleasing. Of course, the color of the roof must always be considered when selecting house colors. A shuttered house with Red roof is particularly attractive when painted in Sandstone (body,

trim and sash) with shutters in Light Maroon. A Forest Green roof makes possible a Cream body combined with White and Grass Green, or a Pale Gray body with White trim and Grass Green shutters, or, lacking shutters, the Grass Green may be applied on the sash. Houses of the more formal type appear to better advantage in subdued colors, thus maintaining their full dignity.

Study the architecture of your house carefully before deciding definitely on the painting, just as you would take into account your physical proportions and type when choosing a garment. A portly woman would look no worse in the type of gown designed for the girlish figure, than would the stately house trigged out in sprightly fashion. You need not forego the use of color but let it be in keeping with the size and design of the house.

The English type in face brick, with the half-timbered sections of stucco and Brown stain, and its unobtrusive trim, may have casements in Dull Blue or Gray Green. The formal frame, painted Light Buff, may have shutters of French Gray. There is always a color suited to the occasion and the purpose—and careful study and experimenting will lead us to achieve that which is both appropriate and charming.



ROOF
Red



SHUTTERS
Pure Gray



SASH, *White*



BODY
AND TRIM
White



A SOMEWHAT more pretentious house is shown on these pages. Happily, we are no longer limited to one scheme for a certain type of house, as of yore; the Colonial house need not necessarily be White, as custom previously decreed, nor the large house in dark color.

We recognize no limitations but those of suitability and personal preference. The house of unusual type may have an unusual treatment, in fact, the stamp of approval has been placed on color combinations that would, until recently, have been considered too daring.

ROOF AND
SHUTTERS
Gray Stain



TRIM
Pure Gray



SASH, *White*



BODY
Pale Gray





ROOF AND
SHUTTERS
*Palmetto
Green*

TRIM
Grass Green

SASH, *White*

BODY
Grass Green



We are no longer hesitant in the lavish use of color because we have learned to appreciate its beneficent influence and have experienced a joyousness that invariably follows the free use of color in our surroundings.

The modernistic trend that is revolutionizing our home interiors is influencing our ideas on exterior painting, so do not be afraid of the unusual color schemes—many are pleasing and quite proper.

In exterior painting, as in all decoration, we reserve the more striking colors for the smaller areas, and although the larger areas should be more subdued than the smaller, they should not be lacking in interest.



ROOF AND
SHUTTERS
*Bungalow
Brown*

TRIM
White

SASH, *White*

BODY
*Colonial
Yellow*





Lovely Interiors



LOVELY INTERIORS

PART TWO

TODAY the woman in the home influences all important household purchases and, with few exceptions, attends to the actual buying. There remain a few men who insist on handling the family funds, but even they are swayed more or less by the wishes of the feminine members.

Woman has an inherent love of color and a tendency to study ways of improving her surroundings. This is well, because upon her shoulders rests the responsibility of making the house a "home". Home is much a matter of atmosphere, and the beautifying effects of paint go a long way toward creating it. Through skilful use of color on walls and furniture a drab, unattractive house may be transformed into a charming home.

Following on the heels of a period when natural or subdued colors were quite the proper thing

(in our apparel, as well as in our homes) we have been thrown pell-mell into a period of color madness. The result is a stimulating reaction. Color has become the very breath of life to us, and rightly so, for dingy places are made bright and dark lives cheered, as the result of vivid color everywhere in evidence. Unconsciously we are livened by color, even though we give it not the slightest thought.

How Colors Are Created

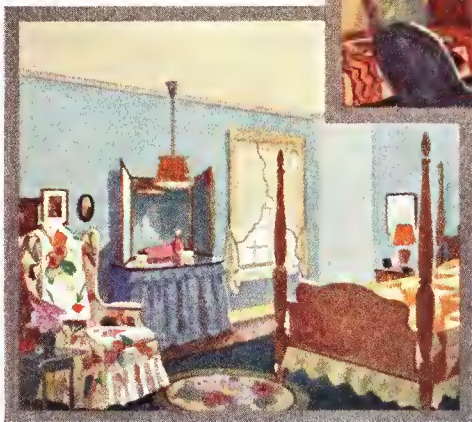
To fully appreciate beauty of color we need to understand at least the simple rules of color harmony, and there is a genuine pleasure in acquiring knowledge on subjects that concern us vitally, as color does today. The manufacturers of colors (paints, inks, dyes, etc.) recognize but three basic or *Primary* Colors, Red, Yellow and Blue. Strange as it may seem, all other colors in endless variety are made



In the perfectly appointed room painted walls are quite at home. Mellotone Ivory Tint glazed in Raw Umber is shown here.



The Den with warm Tan walls has an irresistible appeal.



Delicate Blue is the young girl's color. Here she surrounds herself with it, using contrasting colors for relief or accent.

by some combination of these three and Black and White. These two are not classed as colors—they are considered to be the "absence of color." They are, nevertheless, indispensable in the production of most of our modern colors. *Secondary Colors* are made by mixing two Primary Colors—Red and Yellow make Orange—Yellow and Blue produce Green—Violet is a combination of Red and Blue.

The *Complement* of a Primary Color is the mixture of the other two Primaries; for instance, Orange is the complement of Blue, being made of Red and Yellow. A good color scheme always results from the use of a Primary Color and its Complementary Color. The three Primaries combined in proper proportions make Gray, hence to tone down a too-vivid color it is



Cool Blues and Greens for sunny rooms

grayed or neutralized by the addition of some other color. Most of the subtle colors in use today are

slightly grayed. Although striking in their loveliness, they are neither primitive nor crude.



Yellows and Tans for north rooms

Colors possess certain qualities that influence our moods. Yellow suggests sunshine, radiates cheer. For that reason tones leaning toward Yellow should be used in dark rooms, and in rooms having cold north or east light. Red suggests fire, aggressive warmth, and should be carefully handled. Blue is cool and may be used to tone down warmth. The Secondary Colors combine the qualities of the two Primaries from which they are made, and an understanding of these qualities aids one in their proper use.

The Influence of Color

Two illustrations of the same room are shown on this page, both beautiful but each distinctive, and yet the only difference is in the *colors* used. This will prove to you that colors are a very real and potent means of in-

jecting our personality into the things that go to make up our everyday life.

Our homes should be planned with a degree of permanence in mind, and colors chosen that will be of lasting beauty. Color is such a happy medium for working out individuality that monotony need never be tolerated. A change of color will give you an entirely new atmosphere.

One of the fundamental rules governing the use of color is this: "The larger the area the less intense should be the color". Even in these colorful times we must remember that walls are our largest areas and should be treated as background. They need not be plain nor uninteresting, because the new methods of decorating are available to all. Painted walls may be adapted to any room and to any type of house, from the simple cottage to the most palatial residence. Never before has the small-home owner had such a wealth of variety to draw from, nor such detailed information available for the planning of a color scheme. Instructions on wall finishes of various kinds may be had for the asking.

Fads come and go, with the swing of the fashion pendulum, but certain rules remain fixed, as safe guides in planning decoration that is to be at least comparatively permanent. Always, the first consideration should be that of *suitability*. No matter how beautiful an object or effect may be, if it is

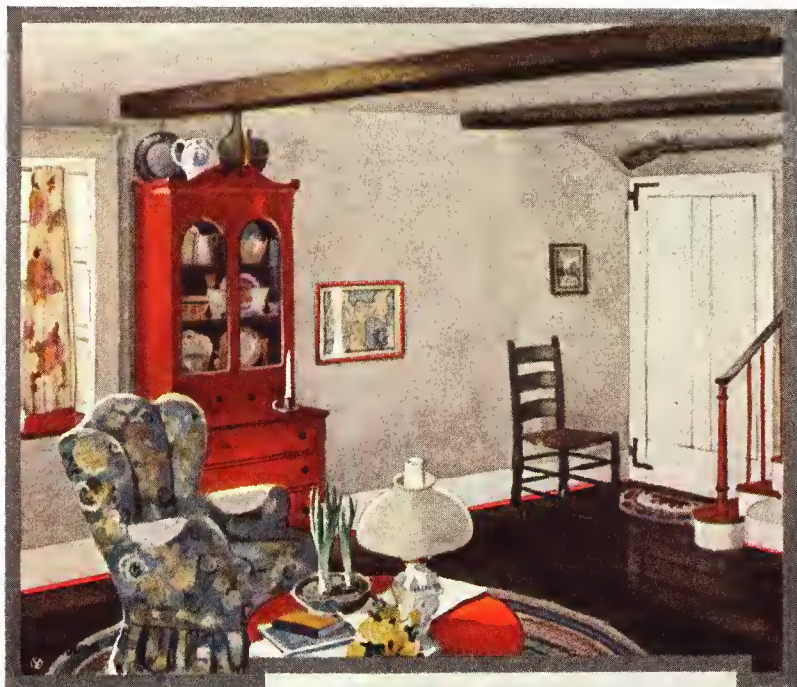
not in keeping with its surroundings it is inappropriate. The home and its every detail should reflect the personality of the occupants and be fitted to the life they live.

Harmonious Color Schemes

In planning your home do not make the mistake of considering the interior as an entirely separate problem from the exterior. The interior should be a continuation of the feeling expressed in the exterior architecture. There should be no sharp transition from one period or type to another, on approaching and entering a house. If the exterior is typically English, then English should be the dominant influence on the interiors. The same applies to the Spanish—do not design a Spanish room in any but a Spanish type of house.

The type of room being predetermined by the architecture, the purpose for which the room is used is the next consideration in planning its decoration. In the individual bedroom one may emphasize her favorite colors, but in a room intended for general use, such as the living room, others must be considered. Wall colors should be selected to please the majority—reasonably cheery but not too pronounced; Soft Tans or Buff is always good in the living room. If a multi-colored finish is used let it be rather subdued, so that the wall does not force itself upon one's consciousness and prove disturbing.

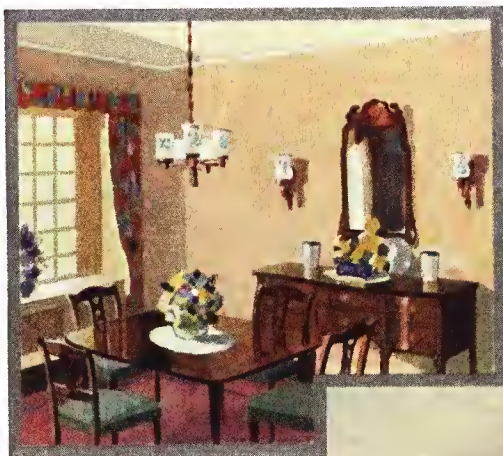
It should be possible for each member of the family to be com-



Quaint and Comfortable. Simplicity and color combine to create an atmosphere far removed from the complexities of modern life. A haven from its turmoil.

Many a room owes its attractiveness to the clever use of complementary colors.





Light Tan walls bring artificial sunlight to the cold north room, where real sunshine never enters.

Green and Blue form a happy combination for the kitchen, once so repelling, now so inviting. Gay Yellow curtains at the window for contrast.



One of the essential things in life is to start the day aright. A colorful Bath Room, a gaily decorated Breakfast Nook, stimulate us to tackle the hardest task.

fortably seated and supplied with ample light to read by, or to carry on whatever work is to be accomplished during the evening. One of the unalterable rules of decoration is that comfort must not be sacrificed.

In treating a bedroom more color leeway is permissible. Tan, Cream, Buff or Rose should be used in north or east rooms, reserving cool Greens, Blues and Grays for south or west light. Pale tints of the warmer colors, however, may be used in the warmer light. Colors appearing in rugs, draperies or bed covers may be repeated on the walls, one such color being used as the dominant one, with touches of the others introduced. Or, walls may be done in a color that does not appear in the furnishings, but contrasts agreeably.

The finish on the woodwork plays an important part when choosing wall treatment for any room, as some walls are quite lovely with enamel that would not prove at all pleasing with

woodwork in its natural color, nor with dark stain. Dark-stained woodwork is always in good taste, but walls should be done to suit it—richer, darker tones that will not produce too sharp contrast in color value as would a light, airy wall treatment.

After your decorative scheme is tentatively outlined and before executing the plan, whether it be for the entire house or but one room, give each item the acid-test of *suitability*, then ask yourself these questions: "Is it comfortable?"—"Is it convenient?"—"Is it agreeable to all members of the family?"—"Is it pleasing to the eye?"—"Do the colors in each room blend harmoniously?"

If each of these questions can honestly be answered in the affirmative you are then ready to proceed with the actual work of carrying out your plans. Some pleasing schemes are the result of inspiration, but most of them are thought out step by step, painstakingly planned and executed.



The MAGIC DOORWAY to COLOR HARMONY

-or as Engineers would describe it
**THE SLIDE-RULE
OF COLOR**



FOR a number of years paint manufacturers have consistently endeavored to invent and produce a simple, practical device to enable the home owner to select appropriate, harmonious colors for his house—those which would completely satisfy his own ideas of color harmony, and be in perfect taste, as well.

The Magic Doorway to Color Harmony fulfills these important requirements to perfection. It demonstrates—and its literature explains—the basic rules of color harmony simply and clearly—with it you may arrange innumerable color combinations, from which to choose, in painting and decorating your home.

It is an exquisite little instrument, beautifully designed and constructed very carefully and accurately. Its operation is so

simple that no explanation is required here—the illustration on the opposite page is quite sufficient. The slides on which actual Lowe Brothers paints are mounted are moved to left or right, forming hundreds of delightful and authentic color schemes.

The Magic Doorway will definitely safeguard you against the disappointment and the loss of time, materials and money that invariably follow if properly harmonizing colors are not employed. Our local dealer will consider it a privilege to demonstrate one of them—or if not convenient to call at his store, a request to The Lowe Brothers Company, Dayton, Ohio, will bring you a descriptive folder, beautifully illustrated in full colors. You will find it extremely interesting and instructive for every member of your household.

GOOD PAINTS—GOOD PAINTERS

Let implicit confidence in both, be your guide

DURING the last twenty-five years the home women of America have made remarkable progress in acquiring a genuine appreciation and much valuable information relating to the proper and artistic use of colors in painting and decorating the house and its furnishings. Many have even become expert in selecting the correct materials and in applying them very commendably. In most cases, however, the services of a Painter or Decorator will be needed—and, if you would avoid disappointment and a waste of time, materials and money—*employ a good one.*

An intelligent, reputable, efficient workman will help you to select appropriate, harmonious colors. He will know what materials to use in each case and how to apply them to insure the best results. The highest grade product manufactured can afford but slight satisfaction if applied to surfaces not properly prepared, or in a careless, slovenly manner. A lifetime in the paint business permits us, we believe, to offer this sound and sincere advice—beware of the contractor who recommends cheap materials or who values his labor *below* the most compe-

tent, responsible Painters in your community. The latter are the *only* ones who can, and will, assure you complete satisfaction.

The stability and incredible development of American business can be explained in almost one word—Confidence. It is even difficult to conceive of any legitimate transaction wherein confidence is not a prominent factor. Undeniably, the public's confidence is the greatest asset any manufacturer can hope to acquire, and to have merited the implicit confidence of many thousands of home owners, is, we believe, the most convincing evidence we can offer as to the beauty, permanence and economy of Lowe Brothers Paints.

You may buy and apply them with the utmost confidence, and with the assurance that you will derive lasting satisfaction.



Innumerable Uses





PAINT BEAUTIFIES *and* PRESERVES

A brief summary of its innumerable uses

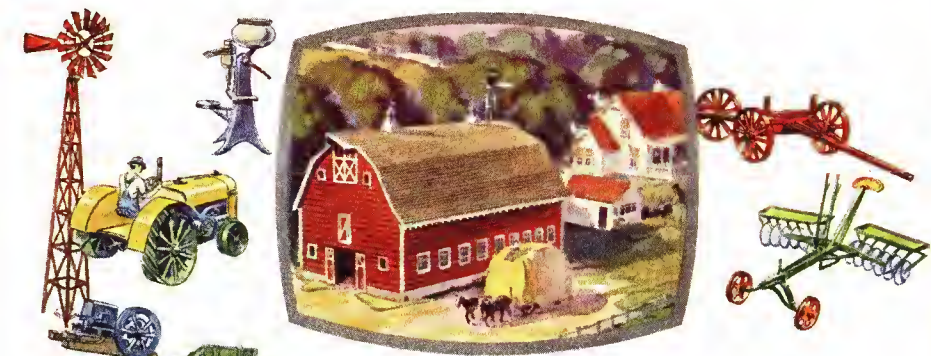
IT IS no longer possible to classify country homes and city homes separately; taken as a whole, country homes are less costly, less ornate—probably there are more really attractive city homes than farm homes—but there are, today, thousands of farm homes that leave nothing to be desired—either in comfort, convenience or beauty.

The business man is locating his home as far from the city's turmoil and grime as possible—and still be accessible to his office. He seeks for his family and himself the sunshine, the invigorating air, the restful quiet, and the many other healthful and enjoyable features that only country life can supply.

The owner of a farm home, long accustomed to the surroundings that the city man craves, has come to realize the value and importance of comforts and conveniences here-

tofore available only to the city man—and he now represents a tremendously rich market for everything the most pretentious city owner may have—motor cars, radios, electric equipment for every purpose—and, to complete the picture, farm homes are being equipped with handsome, city-made furniture—while city people are seeking *antiques* in the country, at fabulous prices.

We believe, therefore, as our headline on the next page indicates, that the many things to paint, as suggested by the illustrations, will be of equal interest to you, whether your home is in the heart of a great city or deep in the country. Seemingly, nearly everything within the house—and many things outside—should be painted, varnished, enameled, lacquered or stained, when needed, if their attractiveness and usefulness are to be preserved.



An Interesting Page— Useful, Practical Suggestions

THE illustrations on these pages emphasize this fact. All furniture and nearly every implement, utensil or machine will look better and last longer if given attention when the original coating becomes scratched or worn. The *proper* materials to use for each article are listed on pages 30 and 31.

From time immemorial the kitchen range has received its Saturday morning facial of *black* stove polish. A *blue* range would have been deemed frivolous—not to say unseemly. Today it is permissible to paint your stove *any* bright, cheerful color, providing it harmonizes with the general color scheme of your kitchen.

It is more than premissible, it is now considered in excellent taste—and certainly it is most desirable for

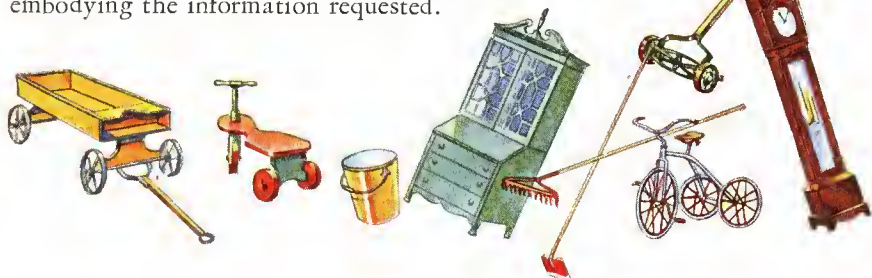


for Every Home Owner

Wherever Your Home May Be

many reasons—to employ bright, refreshing colors as lavishly as possible—but *only* when used judiciously and in strict accord with the rules of color harmony.

The colors on this page are merely to decorate it, and are not intended as definite suggestions for coloring the various articles shown. Many of our readers are entirely competent to select the proper materials and hues for their painting and decorating, but in the last few years much new and important information has been gathered regarding the use of colors in the home—and if you need help in the solution of any of *your* painting problems, a letter to the Decorative Department of the Lowe Brothers Company, Dayton, Ohio, will receive careful study, and a prompt reply, embodying the information requested.



*For more than
fifty years ...*



GOOD PAINT—POOR PAINT

Which is the better investment?

EACH of our great American industries has its leaders—long established, nationally known concerns, sound, prosperous—the mainstays of a great nation.

Surely and steadily they are expanding their business, gradually and definitely raising the quality of their products and constantly striving to meet the ever-changing demands of a progressive public.

The buying public knows—has known for many years—that the products of these leaders are the best obtainable, invariably dependable, completely satisfying—and the public knows with equal certainty that, in the final analysis, these products represent the only safe, profitable, *economical*, investment—when they are compared and tested with those of inferior quality.

The Lowe Brothers Company, since its inception more than fifty years ago, has been steadily expanding—for the identical reasons set forth above—until today, it ranks among the world's largest manufacturers of paints and kindred products. The Lowe Brothers label is recognized by a vast number of home owners as a definite guarantee of

unsurpassed quality. Below is the actual guarantee on all Lowe Brothers products.

The ingredients (raw materials), labor, scientific research and experiments, and a hundred other items that enter into the manufacture of fine paints explain why they cost more to produce than those of inferior quality. Cheap paints take longer to apply, require more coats—if proper covering of the surface is demanded—than good paints.

Poor paints invariably lack the pure, clean, beautiful hues of high quality paints, and they begin to discolor, crack and peel off long before the really fine paints begin to deteriorate. We are now ready to answer the query at the head of this page; Good Paints—the finest obtainable—always have proved, always will prove, the Best Investment, from every possible viewpoint.

We Guarantee our products without qualification, when applied to a receptive surface according to our directions and in a workmanlike manner.

In the event any of our products should fail to meet this guarantee, we will furnish, through our dealer agent, new material or refund the purchase price.

The Lowe Brothers Company

A LIST OF THINGS TO PAINT

and the proper product to employ

ALMOST anything you may wish to paint or decorate will be found listed below. On the opposite page are itemized the Lowe Brothers Products—a very complete line of highest quality materials.

Suppose you wish to paint your screens. Below you will find "Screens—45—2—22". The corresponding numbers on the opposite page give you the definite answer—No. 45, Screen Enamel—and two good substitutes—No. 2, Auto Enamel, and No. 22, High Standard Liquid Paint.

- | | | |
|-----------------------------------|--------------------------------------|-------------------------------------|
| 32-2-42 —Airplanes | 39-42-2 —Flower Pots | 1-42-28 —Radiators |
| 2-3-5 —Automobiles | 9-2-24 —Furnaces | 36-32-42—Radio Cabinets |
| 2-1-42 —Automobile Engines | 39-42-33—Furniture | 24-2-7 —Ranges |
| 4-2 —Automobile Tops | 19-22-47—Galvanized Iron | 33-42-39—Reed Furniture |
| 33-39-42—Baby Carriages | 7-2-24 —Gas Engines | 42-39-33—Refrigerators |
| 46-12 —Barns | 24-27 —Gas Fixtures | 7-24-2 —Registers |
| 9 —Basement Walls | 24-2-7 —Gas Stoves | 9 —Roofs (Comp.) |
| 6-25 —Bath Tubs | 33-39-42—Go-Carts | 22-47-9 —Roofs (Metal) |
| 2-39 —Bicycles | 7-2-24 —Grate Fronts | 22-43-21—Roofs (Wood) |
| 33-39-42—Bird Cages | 21-47-22—Gutter Tin | 43-22-46—Rough-Sawed Siding |
| 8 —Blackboards | 22-41-43—Houses (Wood) | 45-2-22 —Screens |
| 32-2-22 —Boats | 16-22-46—Houses (Brick) | 22-47-9 —Shingles (Metal) |
| 32-22-17—Boat Decks | 48-22 —Houses (Stucco) | 43-22-21—Shingles (Wood) |
| 39-42-28—Breakfast Furniture | 2-49-32 —Implements | 9 —Silos (Interior) |
| 16-22-46—Brick | 36-32-17—Interior Floors (Soft Wood) | 1-2-39 —Steam Pipes |
| 2-5 —Buggies | 38-32 —Interior Floors (Hard Wood) | 22-28-29—Steel Ceilings |
| 22-28-17—Canvas | 24-7-22 —Iron Fences | 24-2-7 —Stoves |
| 2-5 —Carriages | 17-39-42—Kitchen Floors | 24 —Stove Pipes |
| 28-29-22—Ceilings | 39-42-28—Kitchen Furniture | 7-1-22 —Tanks (Steel) |
| 39-42-33—Chairs | 28-29-17—Kitchen Walls | 22-1-46 —Tin |
| 48-41-17—Cement Floors | 39-42-20—Lamps | 39-42-2 —Toys |
| 48-22-46—Concrete | 2-42-33 —Lawn Furniture | 49-2-42—Tractors |
| 48-41-17—Concrete Floors | 33-39 —Linoleum | 49-2-32 —Trucks |
| 11 —Cracks in Floors | 42-39-2 —Metalwork (Ornamental) | 39-42-2 —Vases |
| 32-22-17—Decks | 2-17-42 —Milk Cans | 39-33-18—Victrolas |
| 32-22 —Doors (Exterior) | 2-39 —Motorcycles | 2-49-42 —Wagons |
| 36-32-25—Doors (Interior) | 39-33-18—Music Cabinets | 28-29-48—Walls (Plaster and Cement) |
| 2-49 —Drays | 26 —Painted Surfaces (Cleaning) | 22-28-29—Wallboard |
| 2-1-42 —Engines | 20-39-42—Picture Frames | 22-28-29—Wallpaper |
| 22-2-7 —Fences | 22-36-32—Porch Ceilings | 2-1-42 —Waterpipes |
| 48-41-17—Floors (Cement) | 41-48-22—Porch Floors | 9 —Water-Proofing |
| 17-41-39—Floors (Wood—To Paint) | 39-42-33—Porch Furniture | 33-42-39—Wicker Furniture |
| 38-36-32—Floors (Wood—To Varnish) | | 36-32-25—Woodwork (Soft Wood) |
| 33-32-17—Floors (Wood—Old) | | 38-32-36—Woodwork (Hard Wood) |

LOWE BROTHERS PRODUCTS

A complete line, of uniform high quality

THERE are two highly important facts to know and remember relative to Lowe Brothers Products—for more than fifty years they have maintained a reputation for unsurpassed quality, exceptional beauty and extreme durability.

Also, as will be evident from the list below, we manufacture a complete line of Paints, Varnishes, Lacquers, Enamels, Stains and kindred materials—and, whatever you may wish to beautify and preserve—the suitable product for the purpose may be promptly obtained from your local Lowe Brothers Dealer. All our products having a variety of colors are shown on Paint Cards. Our Dealer will be glad to supply you with any in which you are interested.

- | | |
|-------------------------------|--------------------------------------|
| 1—Aluminum Paint | 26—Lowe Brothers Cleaner |
| 2—Auto Enamel | 27—Mahogany Glaze Color |
| 3—Auto Lead Primer | 28—Mello-Gloss |
| 4—Auto Top Finish | 29—Mellotone |
| 5—Automobile Polish | 30—Mellotone Glazing Liquid |
| 6—Bath Tub Enamel | 31—Neptoseal |
| 7—Black Asphaltum | 32—Neptunite Varnishes |
| 8—Blackboard Slating | 33—Neptunite Varnish Stain |
| 9—Blak-En-Al | 34—Neptunite Graining Compound—Paste |
| 10—Brilliant Bronzing Liquid | —Liquid |
| 11—Crack Filler | 35—Neptunite Graining Tool |
| 12—Derby Red | 36—Non-Fading Oil Stain |
| 13—Enamel Undercoating | 37—Paint and Varnish Remover |
| 14—Extra White Enamel | 38—Paste Wood Filler |
| 15—Flat Black | 39—Par-O-Keet Lacquer |
| 16—Flat Brick Colors | 40—Penetrating Mahogany Stain |
| 17—Floor Enamel | 41—Porch and Deck Paint |
| 18—Furniture Polish | 42—Quick Drying Enamel |
| 19—Galvanized Iron Primer | 43—Rich-Tone Shingle Stain |
| 20—Gold Paint | 44—Scalcote |
| 21—Graphite Paint | 45—Screen Enamel |
| 22—High Standard Liquid Paint | 46—Standard Barn Paint |
| 23—Interior Enamel | 47—Standard Metallic Paint |
| 24—Iron Enamel | 48—Stucco Paint |
| 25—Linduro Enamel | 49—Truck and Tractor Paint |
| | 50—Yacht White |



These two panels show in miniature the form in which we prepare color suggestions for ceiling, wall and woodwork—to fit your individual needs.

1 1 1

The Left-Hand Panel shows a Sponge-Imprinted Wall, Mellotone Ivory and Light Tan on a Green Tint Background; the Right-Hand Panel the Scumbled Wall in Mellotone Cream Tint over Dark Tan.



Our Department of Home Decoration

—has been described in the preceding pages, but let us repeat here that it is a most practical and efficient Service—and without cost to you. Those in charge take a very sincere interest in every problem presented to them and their advice is exceedingly helpful and adaptable as they speak with the authority that comes from long experience and profound study.



A CONCLUDING THOUGHT

OUR motive for this book has been clearly explained—it is intended to be definitely practical, understandable and useful—and interesting and attractive, as well. We sincerely hope you have found it so. Another motive may, perhaps, be termed a selfish one—to convince you very thoroughly that Lowe Brothers paints and varnishes justify your careful investigation. If you have come to that decision, we are confident our objective has been achieved—to secure your valued patronage.

As our entire output is marketed through our Dealers exclusively, our complete confidence in them needs no further comment. If you will discuss your painting problems with our Dealer in your community, you will find his statements dependable, his suggestions and advice practical and valuable, and his recommendations to preserve and beautify your home with Lowe Brothers Products, one you may accept with absolute assurance.

May we thank you, in advance, for this courtesy to our Dealer—and to us.

THE LOWE BROTHERS COMPANY

Dayton, Ohio — Toronto, Ontario

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